

IDOE Content Marketing Summary

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Education Marketing Basics

Marketing for education has changed considerably over the past 20 years due mainly to the shift of marketing to the internet. Content has become more important than ever, making up one of the three necessary items to round out healthy enrollment marketing: 1) an enrollment-focused website, 2) Content that is relevant and discoverable, answering the questions prospects have, and 3) Social media strategy to drive prospects to the website and content.

Content is King

Content rules all by keeping your audience informed, by providing fuel for search engines to recognize and rank you and your school, and delivers your message to the audience. The basics of Content Marketing is figuring out what prospects are interested in, creating information that meets those needs, and delivering to them in a timely, relevant, and valued way. Content comes in various forms and is based on understanding your audience and their needs.

Most Effective Content for Education Marketers

- Evergreen Content: relevant today, tomorrow and in perpetuity)
- Blogging: Simple way to provide answers to questions that search engines love.
- Gated Content: Exchanged content (e.g. ebook) for ability to market via email nurturing
- Video: Popular way to consume content, especially for Millennials and Gen Z
- Photos/Graphics: Tell the story of your school through emotive and immersive images
- Audio: Utilize podcasts, discovery via Spotify, and consumption through multi-tasking
- Repurposing Content into other forms
- Content makes your organization the authority on whatever you choose to publish.

Next Steps

- Develop out personas and customer journey
- Conduct content inventory and gain leadership buy-in
- Crawl, Walk, Run